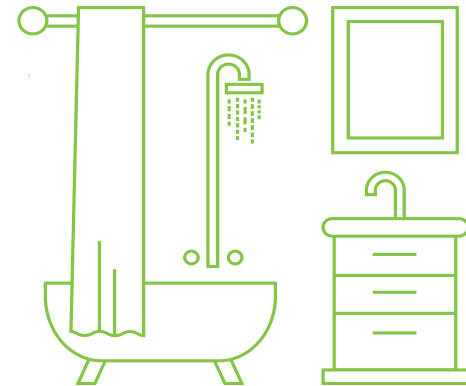


2017

HOUZZ BATHROOM TRENDS STUDY — AUSTRALIA



Big Ideas

SWITCHING STYLES

Nine in 10 homeowners change the style of their bathroom during their bathroom renovation (92%). Contemporary and modern styles are the leading styles post renovations (35% and 31%, respectively). With homeowners younger than 35 also preferring Scandinavian style (9%), while those 55 or older prefer a traditional aesthetic (5%).

BRIGHTER & BEAUTIFUL

Renovating homeowners prioritise a bathroom design that is stylish and beautiful (79%), adds to resale value (45%), and is filled with natural light (39%), irrespective of homeowners' age. In contrast, many more younger homeowners want a romantic bathroom design, compared to older homeowners (8% vs. 3%, respectively)

A HOST OF REASONS TO RENOVATE

Older renovating homeowners (55+) cite a wide range of reasons that prompt them to renovate their bathrooms, from recent home purchases (18%), lifestyle or family changes (11%) to broken bathroom elements (33%). In contrast, most homeowners under 35 renovate after a recent home purchase (42%).

\$5000 BUDGET

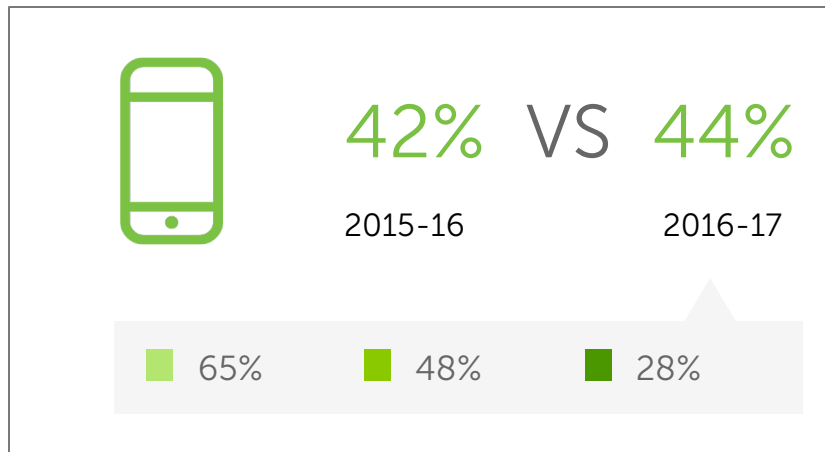
Bathroom renovations today average \$11,900, yet averages range between \$9,700 and \$13,200 depending on bathroom size and who is renovating. Nine in 10 homeowners rely on professional help to renovate their bathroom, with building specialists such as electricians and plumbers being most popular category of helpers (69%).

What We Do in Our Bathrooms

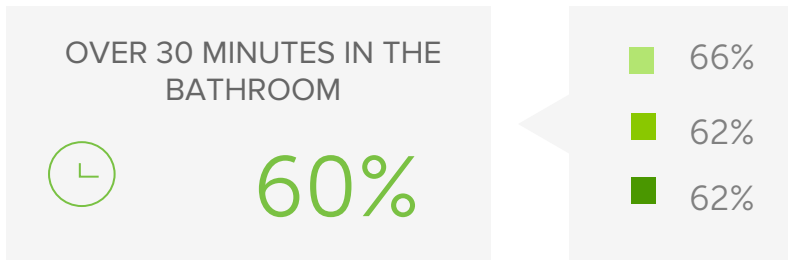
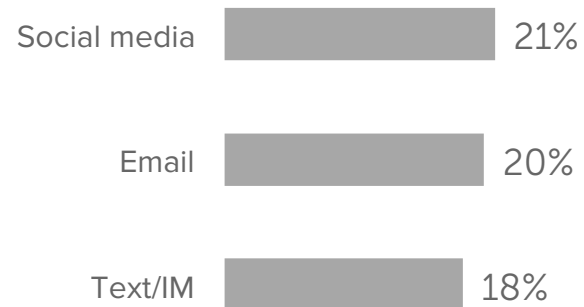
Charts below show frequency of mobile device usage in home bathrooms, as well as frequency of bathroom usage and soaking in the tub, as reported by homeowners who renovated their bathrooms in the past 12 months, are currently renovating their bathrooms, or are planning to renovate their bathrooms in the next 3 months

WEEKLY USE OF MOBILE DEVICES IN HOME BATHROOMS

HOMEOWNER'S AGE KEY ■ 25-34 ■ 35-54 ■ 55+



Top 3 Activities on a Mobile Device



Who We Are as Renovators

Charts below show characteristics of homeowners by home's purchase history and planned sale timing, overall and by homeowner's age, as well as the homeowners' age distribution, as reported by homeowners who renovated their bathrooms in the past 12 months, are currently renovating their bathrooms, or are planning to renovate their bathrooms in the next 3 months.

CHARACTERISTICS OF RENOVATING HOMEOWNERS

HOMEOWNER'S AGE KEY ■ 25-34 ■ 35-54 ■ 55+

PURCHASED HOME WITHIN PAST 10 YEARS

64%



PLAN TO SELL HOME WITHIN NEXT 10 YEARS

41%

■ 95% ■ 67% ■ 46%

■ 49% ■ 39% ■ 44%

Breakdown of Homeowners by Age

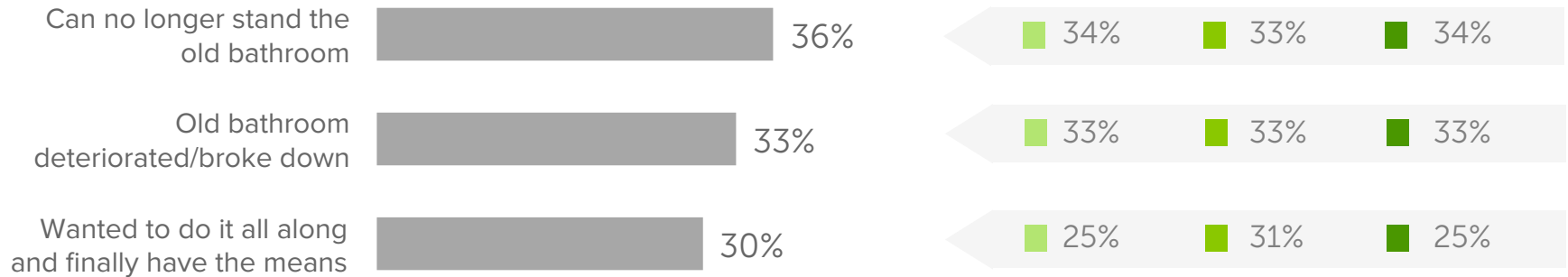


Why We Are Updating Our Bathrooms

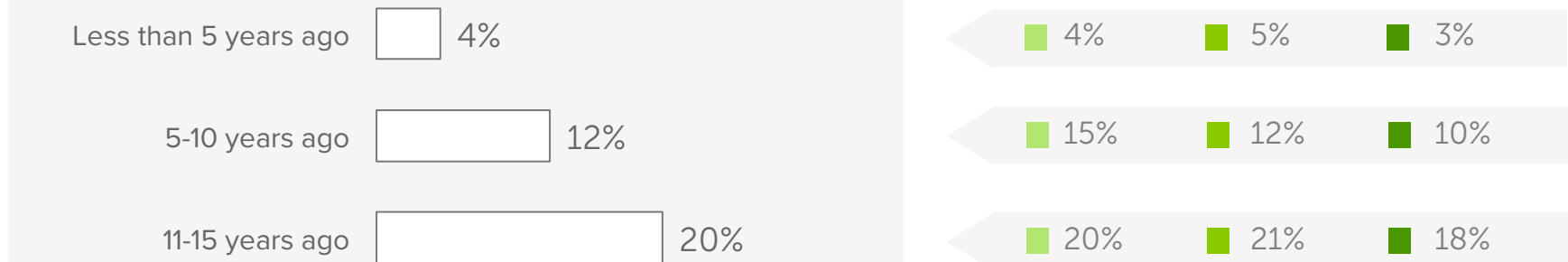
Charts below show frequency of activities as well as age breakdown, as reported by homeowners who renovated their bathrooms in the past 12 months, are currently renovating their bathrooms or are planning to renovate their bathrooms in the next 3 months

TOP 3 REASONS FOR STARTING RENOVATIONS

HOMEOWNER'S AGE KEY ■ 25-34 ■ 35-54 ■ 55+



Timing of Last Bathroom Updates

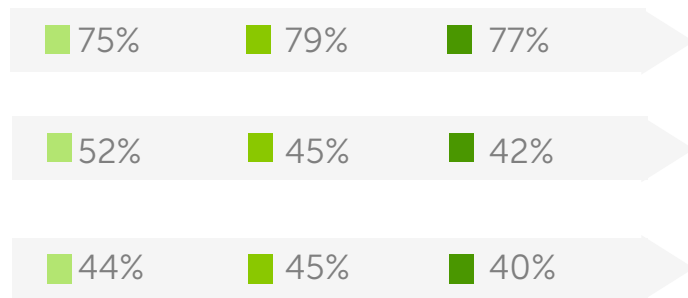


What We Prioritise in Our Bathrooms

Charts below show frequency of functional and design priorities as well as age breakdown, as reported by homeowners who renovated their bathrooms in the past 12 months, are currently renovating their bathrooms, or are planning to renovate their bathrooms in the next 3 months.

TOP 3 FUNCTIONAL PRIORITIES

HOMEOWNER'S AGE KEY ■ 25-34 ■ 35-54 ■ 55+



Top 3 Design Priorities



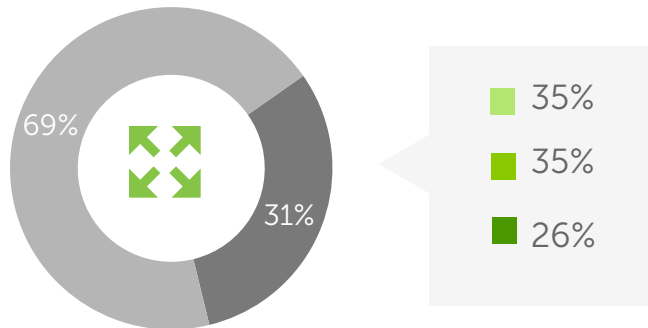
What Major Changes We Make in Our Bathrooms

Charts below show frequency of bathroom size increases and top major feature upgrades among all renovating homeowners, as well as shower size increases among 82% who upgraded their showers, and double sink installations among 76% who upgraded their sinks, as reported by homeowners who renovated their bathrooms in the past 12 months, are currently renovating their bathrooms or are planning to renovate their bathrooms in the next 3 months

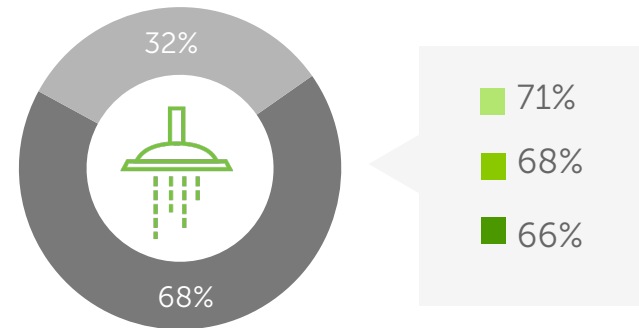
MAJOR UPGRADES DURING RENOVATIONS

HOMEOWNER'S AGE KEY ■ 25-34 ■ 35-54 ■ 55+

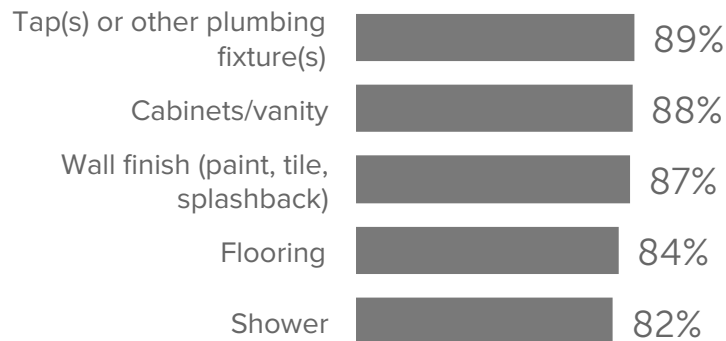
■ Increase in Room Size



■ Increase in Shower Size



TOP 5 FEATURE UPGRADES



Double Sinks



30% VS 29%

2015-16

2016-17

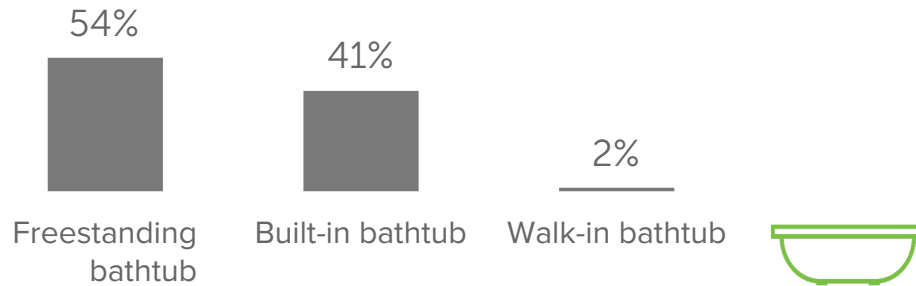
How We Are Updating in Our Bathrooms: *Bathtubs*

Charts below show frequency of new bathtub types, features and styles, among 56% who upgraded their bathtubs, as reported by homeowners who renovated their bathrooms in the past 12 months, are currently renovating their bathrooms or are planning to renovate their bathrooms in the next 3 months.

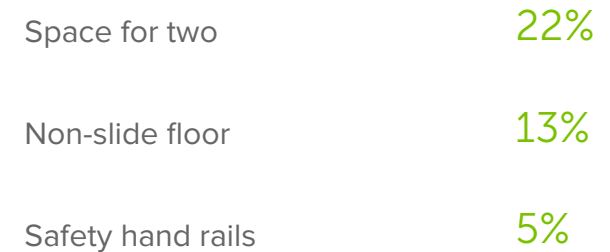
NEW ELEMENTS OF UPGRADED BATHTUBS

HOMEOWNER'S AGE KEY ■ 25-34 ■ 35-54 ■ 55+

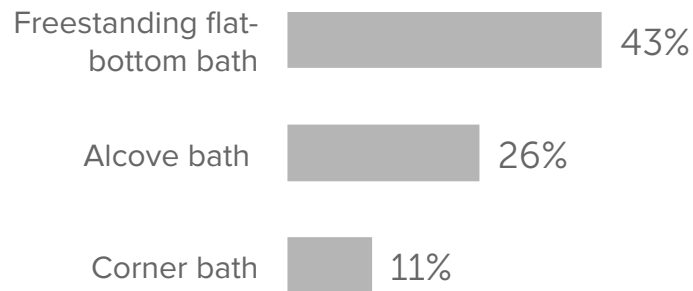
Top 3 Types



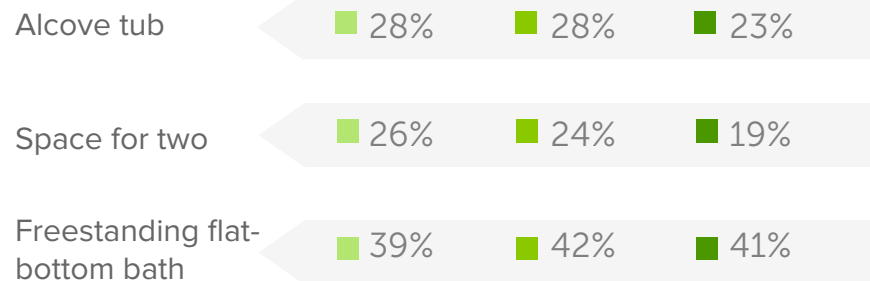
Top 3 Features



Top 3 Styles



#1 Bathtub Elements by Age



How We Are Updating in Our Bathrooms: *Showers*

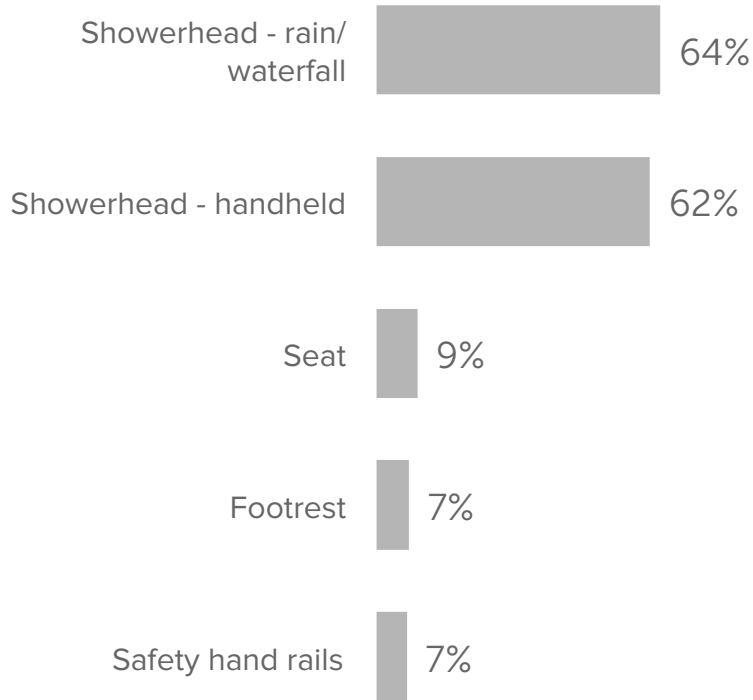
Charts below show frequency of new shower types and features, among 82% who upgraded their showers, as reported by homeowners who renovated their bathrooms in the past 12 months, are currently renovating their bathrooms or are planning to renovate their bathrooms in the next 3 months.

NEW ELEMENTS OF UPGRADED SHOWERS

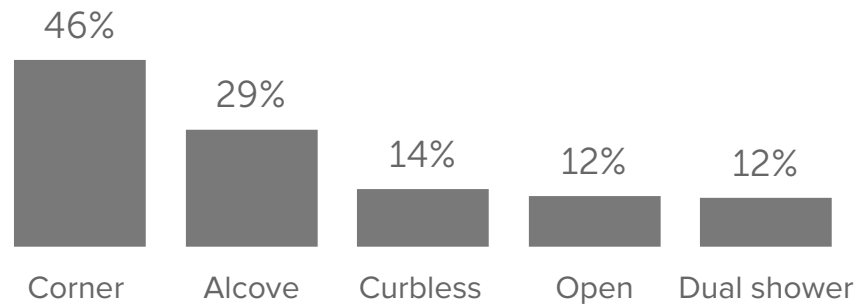
HOMEOWNER'S AGE KEY ■ 25-34 ■ 35-54 ■ 55+



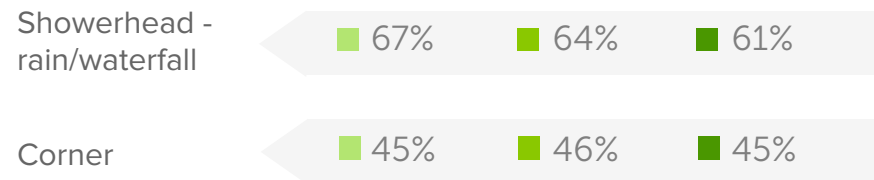
Top 5 Features



Top 5 Types



#1 Shower Elements by Age



How We Are Updating in Our Bathrooms: *Plumbing Fixtures*

Charts below show frequency of new toilet types, sink types, and faucet types, among 75%, 76%, and 89% upgrading toilets, sinks and faucets, respectively, as reported by homeowners who renovated their bathrooms in the past 12 months, are currently renovating their bathrooms or are planning to renovate their bathrooms in the next 3 months.

NEW ELEMENTS OF PLUMBING FIXTURES

HOMEOWNER'S AGE KEY ■ 25-34 ■ 35-54 ■ 55+



Top 3 Toilet Types



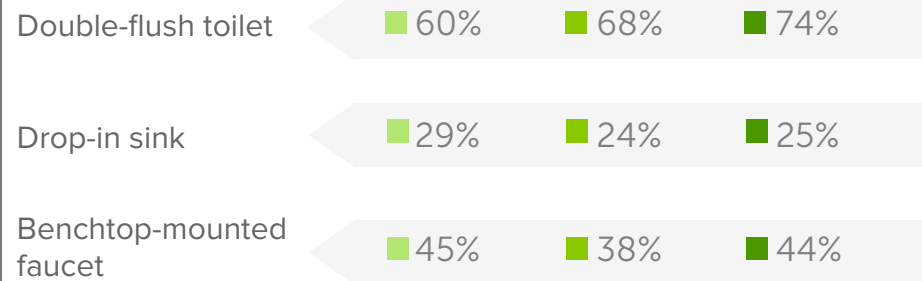
Top 3 Sink Types



Top 3 Faucet Types



#1 Plumbing Fixture Types by Age



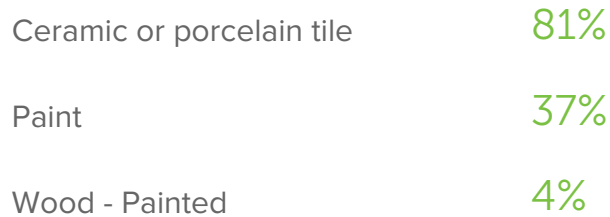
How We Are Updating in Our Bathrooms: *Finishes*

Charts below show frequency of new wall, flooring and faucet finishes, among 87%, 84%, and 89% upgrading walls, flooring, and faucets, respectively, as reported by homeowners who renovated their bathrooms in the past 12 months, are currently renovating their bathrooms or are planning to renovate their bathrooms in the next 3 months.

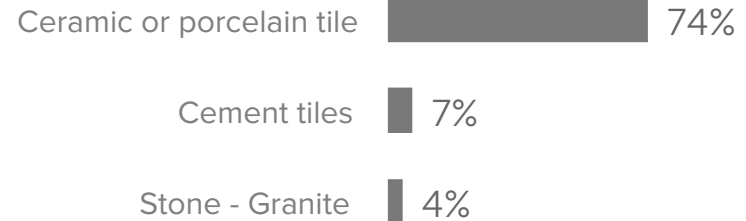
NEW FINISH MATERIALS

HOMEOWNER'S AGE KEY ■ 25-34 ■ 35-54 ■ 55+

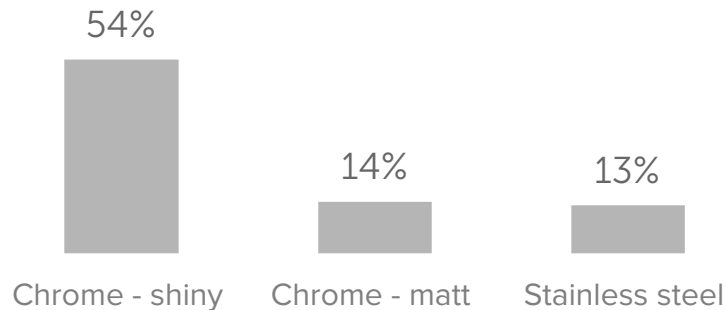
Top 3 Wall Finishes



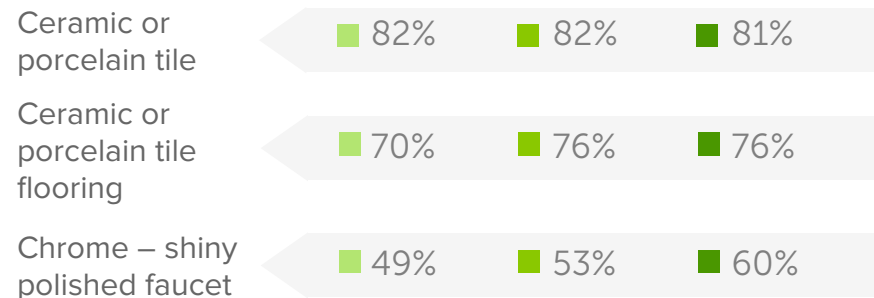
Top 3 Flooring Finishes



Top 3 Faucet Finishes



#1 Finishes by Age



What High-Tech Features We Choose in Our Bathrooms

Charts below show frequency of high-tech features toilets, bathtubs and showers, among 75%, 56%, and 82% of homeowners updating their toilets, bathtubs and/or showers, respectively, as reported by homeowners who renovated their bathrooms in the past 12 months, are currently renovating their bathrooms or are planning to renovate their bathrooms in the next 3 months.

NEW HIGH-TECH FEATURES IN NEW TOILETS, TUBS AND SHOWERS

High-Tech Toilets



12%

Of new toilets

High-Tech Bathtubs



3%

Of new bathtubs

High-Tech Showers



5%

Of new showers

High-Tech Toilet Features

- Self-cleaning
- Overflow protection/anti-clog
- Motion-activated cover/seat
- Built-in nightlight
- Heated seating
- Self-deodoriser
- Hands-free flushing

High-Tech Bathtub Features

- Built-in lighting
- Built-in heated backrest
- Built-in scented mist dispenser
- Built-in sound + vibrations

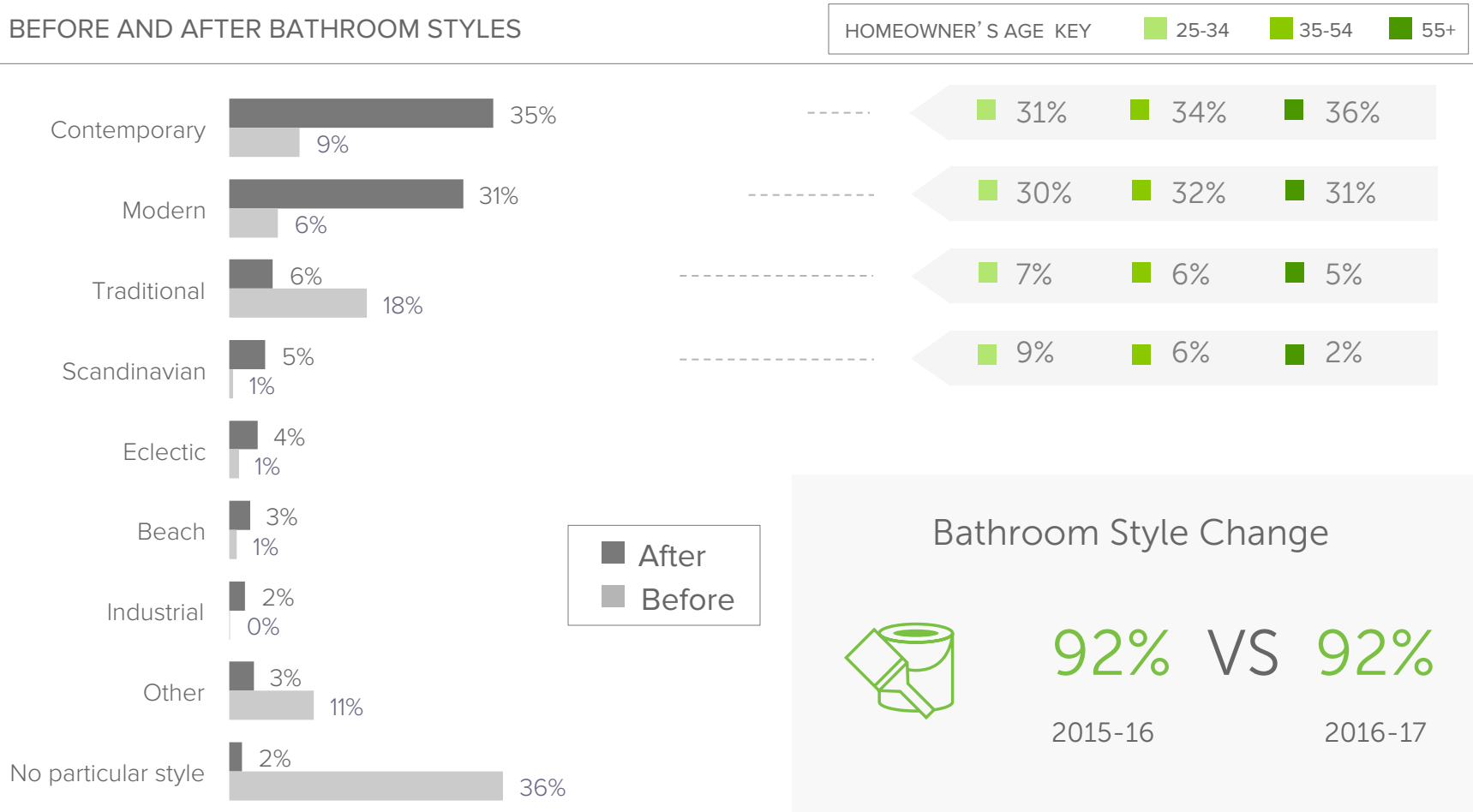
High-Tech Shower Features

- Mood lighting
- Digital controls
- Built-in sound
- Showerhead with LED lighting
- Showerhead with speakers

How We Design Our Bathrooms

Charts below show frequency of chosen styles before and after the renovation among 92% of homeowners who chose to change the style, as reported by homeowners who renovated their bathrooms in the past 12 months, are currently renovating their bathrooms or are planning to renovate their bathrooms in the next 3 months

BEFORE AND AFTER BATHROOM STYLES

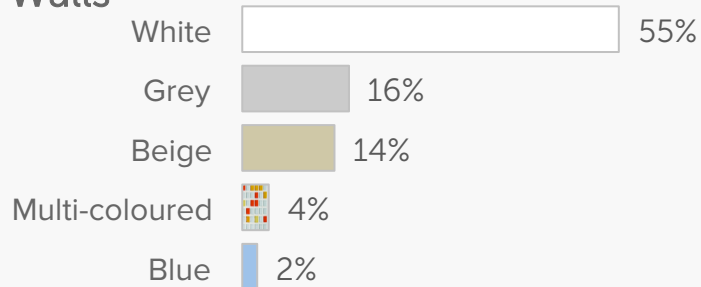


How We Add Colour to Our Bathrooms

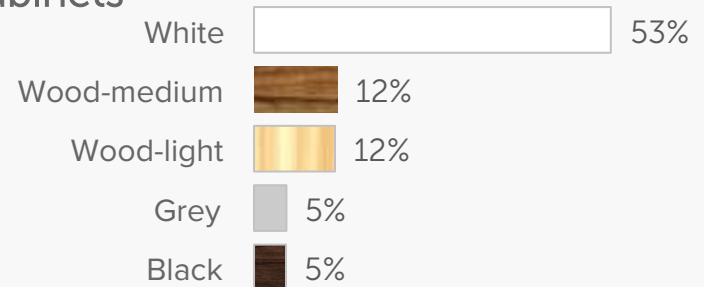
Charts below show frequency of colours on walls, cabinets, benchtops and floors of bathrooms, as reported by homeowners who renovated their bathrooms in the past 12 months, are currently renovating their bathrooms or are planning to renovate their bathrooms in the next 3 months.

TOP 5 DOMINANT COLOURS

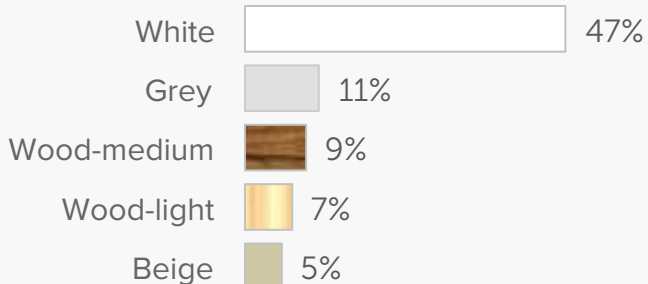
Walls



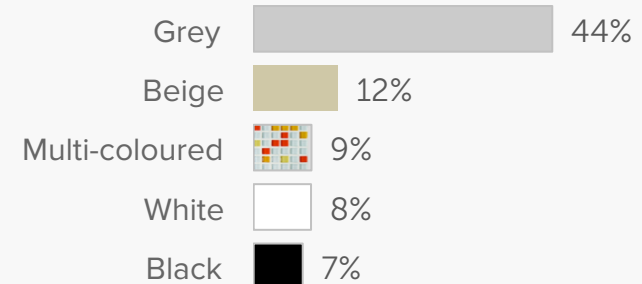
Cabinets



Benchtops



Floors

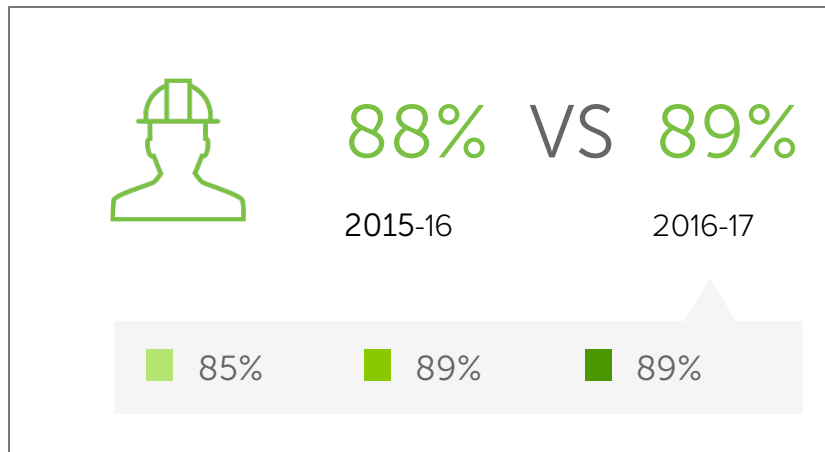


Who We Turn To for Renovation Help

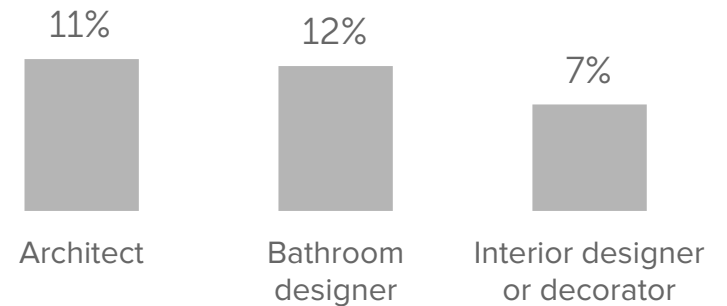
Charts below show frequency of hiring help, as reported by homeowners who renovated their bathrooms in the past 12 months, are currently renovating their bathrooms or are planning to renovate their bathrooms in the next 3 months.

OVERALL PRO HIRING

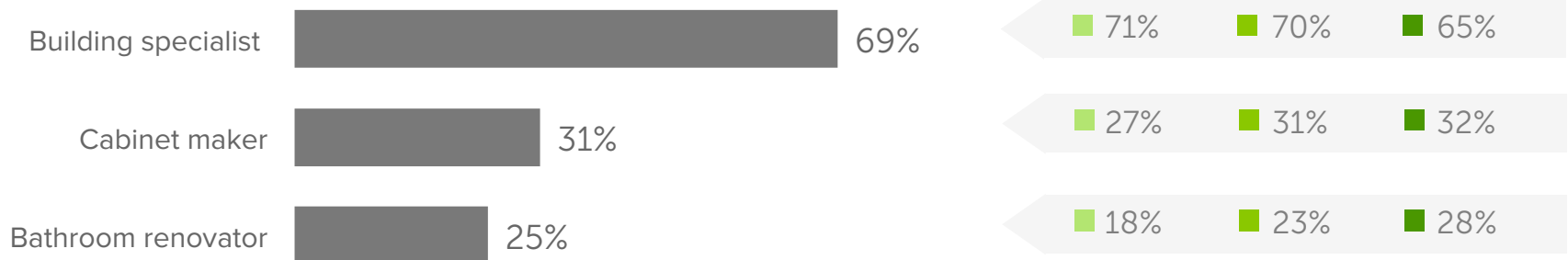
HOMEOWNER'S AGE KEY ■ 25-34 ■ 35-54 ■ 55+



Top Hired Design Pros



Top 3 Hired Pros

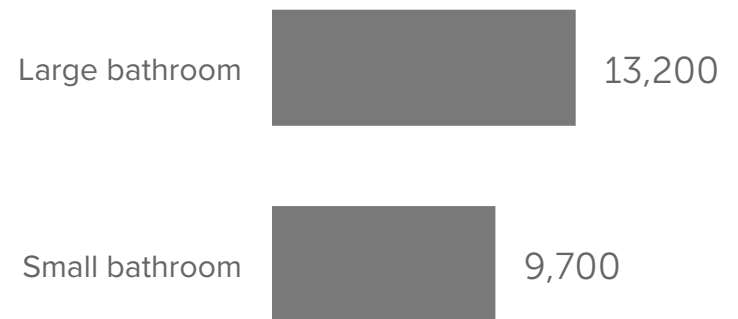
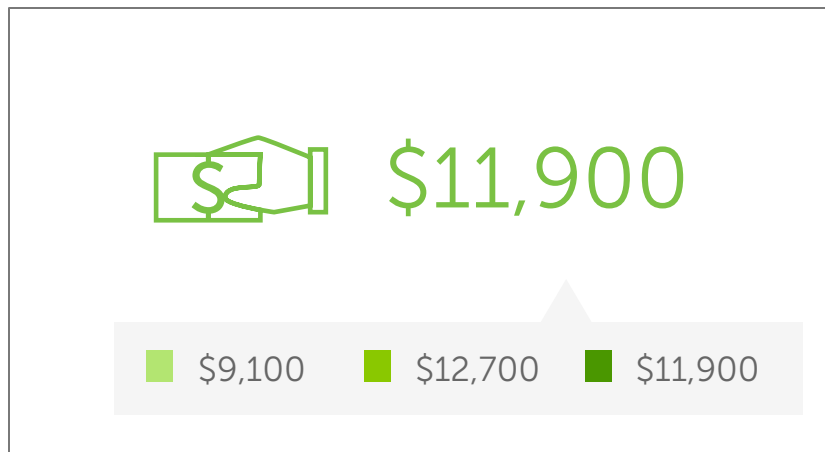


How Much We Spend on Our Bathrooms

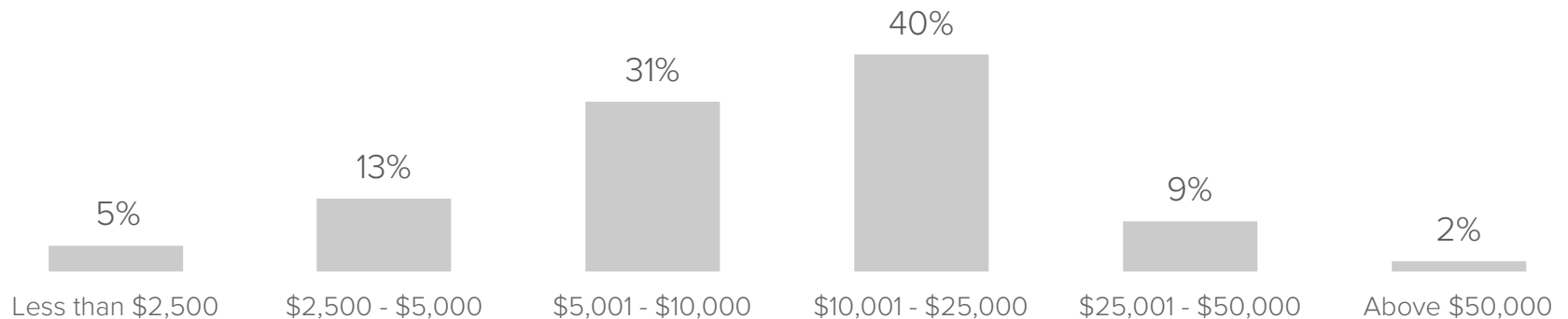
Charts below show the average spend on bathrooms renovated in 2015-2016 (Source: Australia Houzz and Home 2016-17 Studies); as well as the planned bathroom budget, as reported by homeowners who are currently renovating their bathrooms or are planning to renovate their bathrooms in the next 3 months.

AVERAGE BATHROOM SPEND

HOMEOWNER'S AGE KEY ■ 25-34 ■ 35-54 ■ 55+



BUDGET FOR CURRENT/PLANNED RENOVATIONS*



*Data reflects 2015-16 Australian renovation budget.

What We Wish We Installed in Our Bathrooms

Tables below show the frequency of the top three features homeowners regret not installing, as reported by homeowners who renovated their bathrooms in the past 12 months, are currently renovating their bathrooms or are planning to renovate their bathrooms in the next 3 months

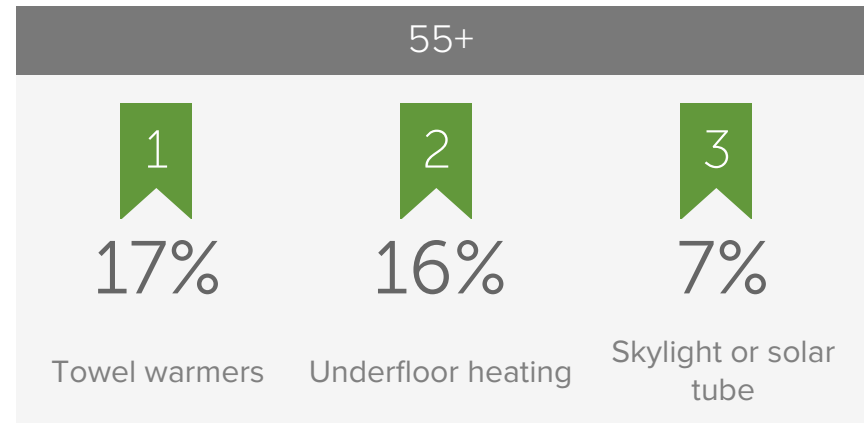
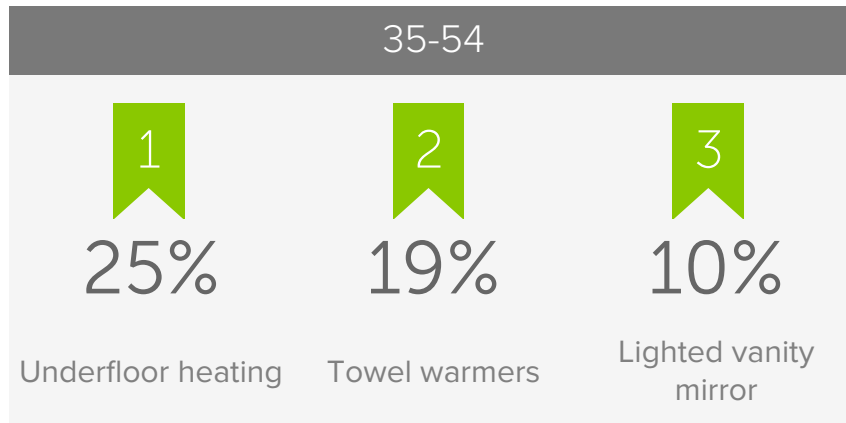
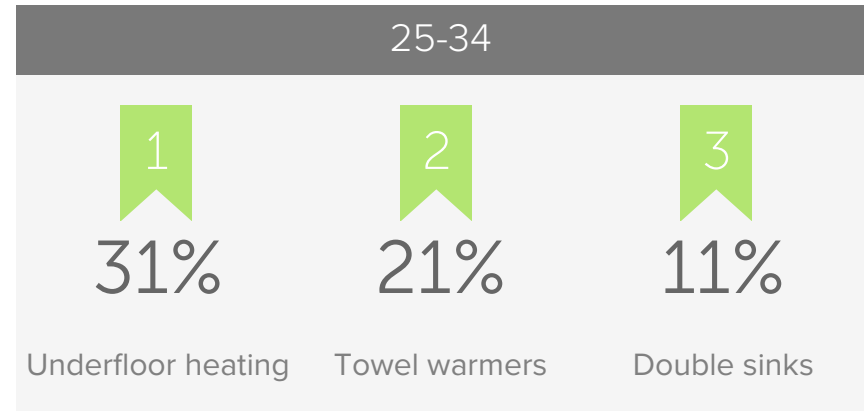
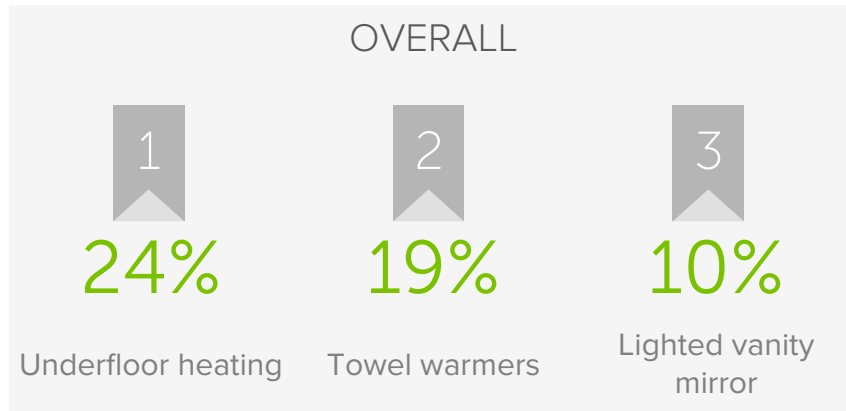
TOP THREE FEATURES HOMEOWNERS REGRET NOT INSTALLING

HOMEOWNER'S AGE KEY

25-34

35-54

55+



Methodology

The survey was sent to registered Houzz users in Australia, and fielded in June-July 2017. Homeowners who completed a bathroom renovation project in the past 12 months, are currently working on one, or plan to start one in the next three months shared their plans and progress in our online survey. N=1,714.

Links to Resources on Houzz Australia

PHOTOS	FIND PROS	PRODUCTS	STORIES
Bathroom	Architects	Bathroom Storage	Bathroom Ideas
Powder Room	Building Designers	Bathroom Vanities	Bathroom Styles
Kids' Bathroom	Joinery & Cabinet Makers	Bathroom Fixture Parts	Bathroom Features
Master Bathroom	Design & Construction	Bidets	Showers
Contemporary Bathroom	Home Builders	Urinals	Small Bathrooms
Modern Bathroom	Interior Designers and Decorators	Cabinet & Drawer Hardware	
Eclectic Bathroom	Bathroom Designers & Renovators	Bathroom Lighting	
Scandinavian Bathroom	Bedding & Bath	Bathtubs	
		Showers	
		Toilets	
		Bathroom Sinks	
		Bathroom Taps & Shower Heads	
		Medicine Cabinets	
		Bath & Spa Accessories	
		Bath Linens	
		Tile	